



11th International LAB Meeting - Spring Session 2008

European Ph.D. on  
Social Representations and Communication  
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction  
in Media and Society

"Identity and Social Representations:  
Cultural and Mythical Dimensions"

From 26th April - 4th May 2008

[http://www.europhd.eu/html/\\_onda02/07/13.00.00.00.shtml](http://www.europhd.eu/html/_onda02/07/13.00.00.00.shtml)



# Participants Presentation



## European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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# Social Representation in the language of economics

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# Introduction

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*language is an irreducible part of social life, dialectically interconnected with other elements of social life, so that social analysis and research always has to take account of language (Fairclough, 2003:2)*

Social Representation - a way to study the sociolinguistic aspect of economic discourse



# Research areas

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- ❑ economic discourse
- ❑ social group communication
- ❑ social representation





# Brief presentation of the theory of social representation

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Durkheim (collective versus individual representation)

Barlett (theory of schema)

Schank and Abelson (script theory)

MacLaury (vantage theory)

Middleton and Edwards (discourse analysis)

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# SR and main scholars (linguistic perspective)

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- Bonaiuto
- de Rosa
- Duveen
- Jodelet
- Moscovici



# Language of economics - an introduction

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- Economics
- Economic discourse
- Characteristic features of economic communication



# Research

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□ Language of economics:  
categorization  
prototypes  
category boundaries  
family resemblance  
cultural models  
naive and expert models  
basic level categories  
metaphors





# Research

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- social group communication in economic discourse
- different levels within economic communication:
  - the language of economics in relation to Central Europe and the European Union;
  - national language of economics;
  - occupational discourse;
  - company communication.



## SR- economic discourse- mass media

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- advertising economic products
- advertisements present in economic press



# Translator and his/her role in the language of economics

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- The role of translator in professional communication
- Different image and role of translator



# Summary

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- The important role of SR in the language of economics
- SR, economic discourse and some perspectives for the future